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## PATENT ABSTRACTS OF JAPAN

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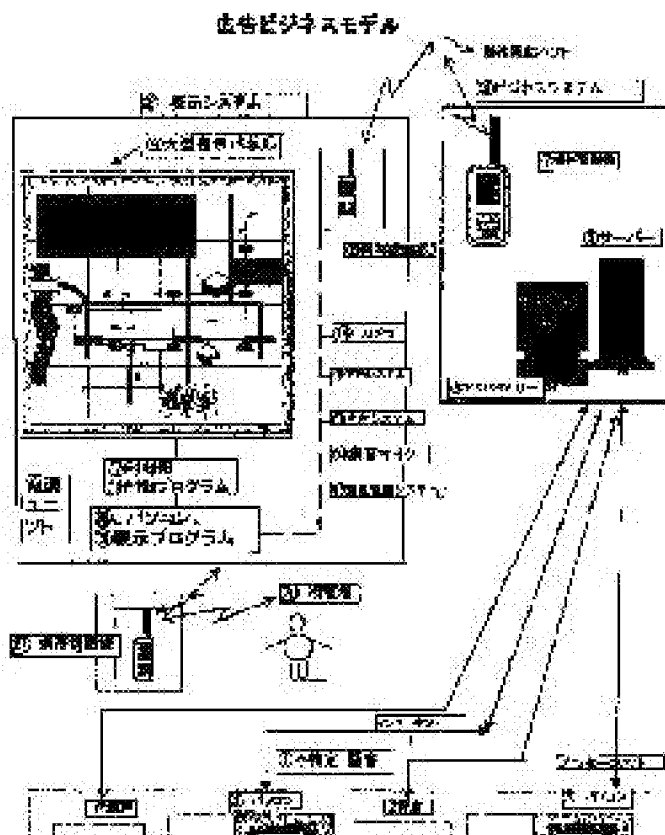
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### (54) ADVERTISEMENT BUSINESS MODEL

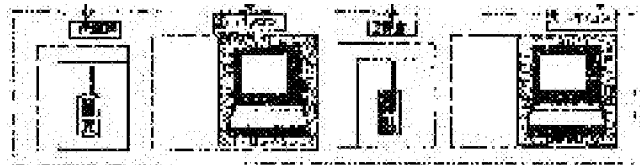
(57)Abstract:

**PROBLEM TO BE SOLVED:** To distribute advertising information using the Internet and a cellular phone network, a grasp the trend of consumers making the most of two-way communication and to carry out many unspecified advertisements efficiently, in large quantities at a reasonable cost.

**SOLUTION:** A contribution of an advertising business model using the Internet can be made, that is, a server and a display system usable by many unspecified customers are installed at arbitrary places. The customer who wants an advertisement to be carried, generates own advertising information and distributes it to the server over the Internet. Voice and illumination for enhancing advertisement effects can be added, and the advertisement information is displayed on the display system through the cellular phone network, while the



trend and need of a consumer are grasped, making a dialog with the consumer via a cellular phone, while displaying the advertisement. Since many issues of advertisements are handled on one display system, advertising means of high efficiency and reasonable cost is provided.



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